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OFFICIAL**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Bonabeau Atty Docket: ICO-007.01
Serial No.: 09/801,130 Art Unit: 3623
Filed: March 7, 2001 Examiner: Irshadullah, M.
Title: Methods and Systems for Generating Business Models

*Am dt 3/2 w/
S. Ellis
09/06/04*

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that the foregoing document is being transmitted by facsimile to the United States Patent Office, facsimile number: 703-872-9306.

December 17, 2003
Date

Kevin A. Oliver
Kevin A. Oliver

RESPONSE TO OFFICE ACTION

Mail Stop Non-Fee Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated July 18, 2003, Applicant submits the following Amendments and Remarks.

It is not believed that extensions of time or fees for net addition of claims are required, beyond those which may otherwise be provided for in documents accompanying this paper; however, in the event that additional extensions of time are necessary, then such extensions of time are hereby petitioned under 37 C.F.R. § 1.136(a).

The Commissioner is hereby authorized to credit any overpayment or charge any deficiencies to Deposit Account Number 06-1448, Reference ICO-007.01.

INTRODUCTORY COMMENTS

Please amend claims the specification to correct typographical errors. Please amend claims 1, 2, 4, 9, 11, 13-15, 17-18, 24-30, and 34-40. Please cancel claims 41-43, without prejudice. Claims 1-40 are thus pending after entry of the amendment. The claim amendments are intended to expedite prosecution, are not related to patentability, and are presented to correct typographical and form matters.

AMENDMENTS TO THE SPECIFICATION

A1
On page 1, line 3, please insert the following:

Claim of Priority

This application claims priority to U.S.S.N. 60/187,889, filed on March 8, 2000, the contents of which are incorporated herein by reference in their entirety.

A2
Please amend paragraph 11 as follows:

Business models are constructed from combinations of the interchangeable building blocks, and a space of business models, in which business solutions to the business problem are found, is defined by all meaningful combinations of the building blocks. It is advantageous for business models to have an associated performance models, which specifies how well the modeled businesses solve the business problem according to a range of metrics. Certain metrics may include financial parameters, such as profit, revenue, and so forth; other metrics may include market parameters, such as market share, market capitalization and so forth. In this embodiment, business models ~~and are~~ transformed and optimized by operations on the building blocks. For a particular example, the quality of goods may be a variable of interest in a given business problem. Then, appropriate value proposition building blocks would represent customer value in terms of quality of goods; appropriate operational arrangement building blocks would represent the requirements for producing various qualities of goods; and revenue model building blocks would include pricing quality-dependent schemes. Optimization of business models constructed from these building blocks would then lead to discovery of the optimum quality, or range of qualities, that should be produced for maximum business revenue and customer value.

A3
Please modify paragraph 13 as follows:

[0013] Preferred optimization methods, especially where an ecosystem of business models are described in terms of building blocks, are based on evolutionary or genetic principles. Evolutionary methods generally progress through a number of generations, where a succeeding generation is the product of genetic operators applied to the fittest business models in the immediately preceding generation. Business model fitness is determined by ecosystem